

## The role of international marketing in entering international markets

### دور التسويق الدولي في الدخول إلى الأسواق الدولية

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#### **Abstract :**

the study aimed to identify the importance and role that international marketing plays in entering international markets due to its important place in promoting the country's exports by focusing on identifying the needs of consumers in various foreign markets and working to meet those needs that suit them by focusing on the elements of product development; pricing; distribution and promotion. Through this study, it can be said that international marketing has a very effective role in conquering and accessing international markets as a tool that reveals consumer needs in addition to finding solutions to adapt to different tastes and desires while working to enter new markets after saturation in the local market. Given this status of international marketing, countries, especially developing ones, should strengthen the field of international marketing in institutions and prepare human resources for this.

**Key words:** International marketing; International market, competition; international companies; International Trade.

**JEL classification codes:** M300, M310, F10, F200.

## **1. INTRODUCTION**

Marketing is considered a fundamental key to achieving the goals of organizations by identifying the needs and desires of customers in the target market and effectively ensuring customer satisfaction that surpasses competitors in the market. This has led to the necessity of paying attention to marketing in general, and international marketing in particular, as well as the need for marketing information. This is a pursuit to penetrate international markets, which of course is only possible after developing and improving the organization's products while providing effective and comprehensive means for various other functions, ensuring the flow of its products abroad. Considering that international marketing is related to various markets around the world where consumers with their diverse and varied cultures exist, which have a strong influence on consumer behavior in many instances in those markets.

International marketing is of utmost importance as a significant determinant of the success of organizations entering international markets. Therefore, organizations whose marketing activities are highly developed can effectively and efficiently compete in their target markets. This is evident through the significant success achieved by advanced countries' institutions such as Japanese, German, and American institutions. However, similar to these countries and the importance of marketing activities, developing countries have not given sufficient attention to these activities, whether at the official or private level.

### **Statement of the Problem:**

Through our previous presentation and the nature of the topic, the following question arises:

What is the role of international marketing as a contributing and effective tool in entering international markets ?

### **Sub-questions:**

- What is international marketing and what are its key principles?
- What is the international market and what are its main classifications?
- What are the main methods of international marketing for entering international markets?
- What is the international marketing strategy to overcome

barriers to enter international markets?

### **Study Objectives:**

- Understand the concept of international marketing.
- Understand the international market and its classifications.
- To get Familiar with methods of international marketing for entering international markets.
- Understand the role of international marketing as a tool to overcome barriers and obstacles to entering international markets.

## **2.Theoretical Framework of International Marketing**

Regardless of the organization's goal, its economic justification for existence lies in its survival and growth in the market. This primarily depends on the organization's ability to direct itself in the markets it serves, irrespective of whether marketing is done at the local or international level. The latter represents an opportunity for many organizations to grow and expand through operating within its framework, as international marketing is characterized by its broad and complex nature.

### **2.1 Definition of International Marketing:**

The definition of international marketing has been varied and diverse in the writings that have addressed this branch of knowledge. Some definitions include:

Abdelsalam Abu Qahf defines international marketing as: Discovering customer needs and satisfying them internationally at a level better than international and local competitors, while coordinating marketing efforts in the face of international environmental variables and constraints (Abu Qahf, 2003, p. 20).

Allain Ollivier defines international marketing as a set of methods and techniques that allow an organization to gain significant customers and retain them by penetrating new international markets. To achieve this, the organization must follow several basic steps, such as: good knowledge of markets through observation and analysis of demand and competition, defining the commercial purpose or defining it as a chosen and targeted business, and marketing products and services effectively by relying on good communication and distribution policies (Ollivier, 1990, p. 4).

It is defined as an economic and social mechanism that enables individuals and groups to achieve their desires and needs through the creation and exchange of products (Kotler & Bernard, 2000, p. 40).

Kotler defines it as a dynamic, innovative activity aimed at finding the satisfied consumer in a market characterized by complexity and diversity and reaching this consumer to satisfy his desires (Nouri, 2015, p. 44).

The American Marketing Association (AMA) defines international marketing as An international process of planning, pricing, promoting goods, services, and ideas to create an exchange that achieves the goals of individuals and institutions (Sak& Shaw, 2004, p. 3).

Cateora defines it as: The performance of business activities that directs the flow of an organization's goods and services to users or consumers in more than one country (Sweidan&Shafeeq, 2009, p. 359).

Based on the definitions presented for international marketing, we can define it as: a set of activities and processes that facilitate the flow, movement, and direction of products and ideas from their producers to end-users in more than one country, according to their desires and needs. This is achieved through an exchange process that aims to achieve the goals of all parties involved.

Studying the differences between local marketing and international marketing is among the important methods and techniques used in understanding the concept of international marketing. Therefore, the observation from the previous definitions of international marketing indicates that the fundamental nature of marketing does not change whether it is local or international marketing. However, the latter occurs beyond national borders, which means its activities are conducted in more than one country, and therein lies the essence of the difference between them. The difference lies in the environment in which marketing activities are practiced.

## **2.2 Activities of International Marketing:**

International marketing involves the following activities (Nouri, 2015 p.47):

- Studying the needs and desires of current and potential customers in global markets.

Planning, developing, and innovating products that satisfy the needs and desires of customers in various global markets.

- Selecting the best international distribution channels and making them most suitable.
- Developing promotional campaigns that reach customers in global markets.
- Ensuring that the product indeed satisfies the required needs by following up with customers after purchase and providing all necessary services.
- Determining various pricing methods that reflect the values and benefits the product provides to consumers, while aiming to achieve a suitable return on investment for the institutions in that industry (Al-Sheik, 2012 p.190).

### **2.3 Levels of International Marketing:**

The levels of international marketing refer to the extent to which an organization aims to reach within its available capabilities. There are four levels of international marketing:

A- Opportunistic Marketing: This represents the lowest level of commitment towards the international market, where some products may be sold in limited quantities to customers from other countries, whether through trade or local or foreign distributors.

B- Active Marketing: This level seeks acceptance for the organization's products in international markets without making fundamental changes to the products or the organization's operations, often involving the institution's commitment to export to a specific market.

C- Integrated International Marketing: This level requires dividing the foreign market into groups based on similarities in political, economic, cultural, social, and technological factors. Therefore, the institution needs to develop specific strategies to serve targeted and defined markets, which means a difference in the marketing mix according to the differences between countries.

D- Global Marketing: At this level, the institution produces products

with uniform specifications and exports to all countries it deals with. The institution attempts to make its marketing mix global whenever possible by using high product specifications, effective pricing and promotion policies, along with efficient distribution channels. Alternatively, there might be a single marketing mix for all markets, where the marketing strategy is developed to deal with international or global markets as a large market, and the institution can assess whether its operations are local or international (Al-Meghrebi, 2018 p.36).

## **2.5 Motives for International Marketing:**

The motives for international marketing refer to the reasons and justifications that drive the institution to make decisions related to expanding its operations into foreign markets(Nouri, 2015 p.47). Some of these motives include:

- Seeking new market opportunities and potential growth.
- Exploiting comparative advantages in production or resources.
- Increasing sales and revenue by diversifying markets.
- Spreading risk by operating in multiple markets.
- Enhancing the organization's reputation and brand image globally.
- Accessing resources, technology, or skills not available domestically.
- The organization may not have any opportunity to sell its products in the local market, prompting it to seek more receptive foreign markets for its products.
- Companies face multiple environmental obstacles that may prevent them from operating at the local level, such as legal restrictions or high taxes.
- Foreign markets are often larger in size than the local market.
- Competition in foreign markets may sometimes be less intense than in the local market.
- Economic recession or decline in demand in the local market may lead the organization to seek outlets to market its products.
- Economic liberalization and changes in economic systems may lead to the emergence of new markets. Additionally, facilitations provided by economic blocs push companies

towards more mobility within the bloc in order to achieve more sales and expand their market share.

- The issue of overcoming financial problems facing the organization may represent a pressing matter. (Sweidan, Contemporary Marketing, 2012, p. 393)

**2.5 The importance and effectiveness of international marketing** are evident at the global, national, and organizational levels. This importance can be elucidated in the following points: (Bayoumi, 2009, p. 10)

- International marketing enables each country to obtain goods and services that are not available domestically.

- It contributes to strengthening human solidarity and fostering human relations on a global scale in all fields.

- The primary goal behind accessing international markets is a marketing objective, aimed at maximizing the surplus in the trade balance and balance of payments for countries. Many countries, especially developing ones, adopt a strategy directed towards foreign markets to achieve success.

- International marketing works on developing local products to meet the needs, desires, and tastes of customers in foreign markets.

- It helps achieve the goals of continuity, growth, survival, and stability, as well as supporting the competitive position of the organization.

- It aids in discovering new markets and innovative uses for local products.

- It helps the organization escape intense competition or declining demand in the domestic market for its products.

- It creates significant opportunities by contributing to encouraging production on a wide scale.

Moreover, one of the most apparent and positive gains is the opening up of opportunities and providing a conducive environment for industries in which the country has advantages over its counterparts in the world. (Afifi, 2003, p. 22)

## **2.6 General Principles of International Marketing:**

International marketing is a branch of knowledge that has emerged recently in response to the trend towards entering global markets. International marketing has evolved according to several key

principles, including: (Nouri, 2015, p. 56)

A- Specialization and Division of Labor: According to this principle, each country specializes in producing products whose import costs are greater than their local production costs, while importing other products from foreign countries. This principle is one of the fundamental pillars upon which foreign trade is based.

B- Product Competitive Advantage: According to this principle, a country does not only produce products whose production costs locally are less than their import costs. Rather, it extends further, as the country selects products that give it a relative advantage in facing competitive products in foreign markets.

C- Balance of Payments Equilibrium: This principle is one of the most important principles governing international marketing activities, given what it enables the country to benefit from export advantages primarily focused on obtaining foreign currency, which the country benefits from in financing imports and covering deficits in the balance of payments. Sometimes, foreign investment is also used to settle the surplus.

D- Purchasing Power in the Importing Country: International marketing is linked to the purchasing power of the importing country, as it determines to what extent entering foreign markets is viable in the long term. Purchasing power refers to the importing country's ability to pay with its local currency and the conversion rate of this currency into other foreign currencies.

E- Balance of Marketing Mix: This refers to focusing on all four elements of the marketing mix (product, price, promotion, distribution) without concentrating on one at the expense of the others. From the perspective of international marketing, it is essential to tailor the marketing mix to the forces of foreign markets and the tastes and purchasing power of consumers in foreign countries, and to be competitive with the marketing mix offered by competitors. (Al-Rabiaawi& Abbas, 2015, p. 534)

### **3. Forms of International Markets and the Nature of Their Decisions**

International markets contribute to providing possible



opportunities for local goods and services to continue gaining acceptance by consumers, reflecting on the product life cycle by prolonging the presence of goods and services in new markets for as long as possible. This may exceed the period of goods and services staying in local markets. Therefore, international marketing is linked to international markets where consumers with their diverse and varied cultures often influence consumer behavior in those markets.

### **3.1 Forms of International Markets:**

Dealing with foreign markets requires continuous consideration and vigilance from the institution's side, as well as understanding the nature of the targeted foreign market (Ramas, 2012, p.114). International market forms are classified based on the income level of individuals in that market, and these markets have been categorized into three types:

A- Developed Markets with High Income: This type of market is characterized by a strong economy and economic capacity to deal with products. Within these markets are the markets of developed countries such as the United States, European markets, and Japanese markets. These markets are among the best in the world, possessing the infrastructure and economic elements.

B- Markets with Middle Income: These markets witness progress in their production operations and growth in their economy. They strive to achieve better economic levels through distributing their national economy. Among these markets are Arab markets and some Asian countries' markets such as Singapore and Malaysia.

C- Low-Income Markets: These are markets that do not witness economic growth due to limited financial resources and weak income. However, these markets experience a decrease in individuals' income level, reaching less than a hundred dollars per month, thus lacking sufficient capacity to deal with various goods and services.

### **3.2 Nature of the Decision to Enter International Markets:**

When considering foreign marketing and before making the decision to penetrate international markets and expand international marketing activities, the institution's marketing management faces

several important decisions that need to be known by international marketing management. These decisions include:

A- Decision Regarding Foreign Marketing: This refers to the extent of the institution's management's conviction to expand its service to foreign markets in addition to serving local markets. The decision here focuses on how to expand and the necessary strategies to enter foreign markets.

B- Decision to Test Foreign Markets: Institutions wishing to enter international markets face several options, as making the decision related to the targeted international market is one of the most significant challenges facing the institution as a whole, and marketing management in particular. This involves determining the most appropriate and available methods to enter foreign markets, such as the decision for direct or indirect export and the nature of the goods or services.

C- Decision on the International Marketing Mix: Institutions wishing to enter foreign markets must determine the extent of modification needed in their marketing mix to suit the needs and desires of consumers in the target markets, considering the impact of cultural, political, economic, and competitive differences on international marketing activities.

D- Decision on Goods and Services: This entails the management's identification of the type of goods and services the institution intends to compete within foreign markets, whether it pertains to the nature of the existing product or new and unprecedented products.

E- Nature of Opportunities and Challenges: This involves identifying the volume of opportunities available for goods and services at the international market level and the ability to confront the challenges present in the foreign market environment and the possibility of controlling or mitigating their effects at least.

F- Nature of Foreign Markets: Entry into foreign markets is determined by the number of existing markets, their flexibility, the size of opportunities and challenges in those markets, as well as the quality and development of markets, and the population density therein in determining entry into foreign markets.

**G-Flexibility of Foreign Markets:** The marketing management of the institution prefers markets that are characterized by flexibility in dealing with foreign products, as well as ease of obtaining licenses for entry and operation in foreign markets. The availability of flexibility in foreign markets determines the possibility of considering entry into these markets.

**H- Expected Profits:** The expected profit margin is one of the most important factors that assist the institution in entering foreign markets. The method of entry into foreign markets is influenced by its profitability.

**K- Political and Security Stability:** The decision to enter foreign markets is greatly influenced by the level of risks faced by institutions. Therefore, institutions usually analyze the risks of the target market and choose the appropriate method for entering this market.

### **3.3 Barriers to Entry into International Markets:**

Newly entering firms face many challenges and obstacles in competition. Some of these include: (Ramas, 2012, p. 119)

**A- High Costs:** New entrants into new markets encounter the problem of high economic costs for their products compared to competitors. This may be due to the increase in prices of raw materials used by the firm or increased management costs, placing the firm in a non-competitive position that prevents entry.

**B- Investment Capital:** Newly entering firms into foreign markets face an increase in their invested capital in the industry, necessitating the need to invest amounts exceeding or equal to what incumbents or competitors invest in the targeted market.

**C- Limited Distribution Channels:** Due to the novelty of the period in which new firms enter international markets, they lack widespread distribution channels similar to competing firms that entered the markets before them, hindering the entry of the new firm into international markets.

**D- Lack of Marketing Experience:** Marketing experience is one of the most important factors associated with marketing activity, especially if the experience is long-term. Most new firms suffer from

a lack of marketing experience in international markets, presenting a significant challenge and requiring more time to gain international experience in the field of international marketing.

E- Government Procedures: Government procedures act as barriers to new firms, especially those from importing countries. They impose obstacles to foreign products, and the suitable investment climate may not be available, leading new firms interested in entering these markets to refrain from doing so.

#### **4. International Marketing as a Tool for Entry into International Markets**

The term international marketing refers to exchange operations that take place across international borders with the aim of satisfying various human needs and desires. International marketing represents the discovery of consumer needs and their satisfaction at the international level amidst the constraints and variables of the international environment. International marketing assumes responsibility for foreign marketing, where marketing activities are carried out within foreign countries. There has been increasing interest from institutions and others in international marketing issues, especially regarding strategies, exploiting marketing opportunities in international markets, and the possibility for the firm to achieve survival and continuity in international markets, requiring an effective strategic vision for the entire firm and international marketing management in particular.

##### **4.1 Axes of Interest for International Marketing Management in Entering Foreign Markets**

Markets have become open to everyone internationally, and the institution that can offer the best is capable of achieving success and reaching customers, especially if it adopts the correct approach in studying how to reach customers, meet their needs accurately, and achieve their satisfaction. In terms of international marketing, the decision to transition the marketing operation of institutions from the local level to the international level is not simple and easy. Rather, it must go through a series of steps and decisions. Practically, international marketing management faces the following fundamental decisions: (Al-Maghribi, 2018, p. 40)

A- Considering the International Marketing Environment: Any institution must understand and have a clear and accurate understanding of the international marketing environment and the numerous changes that occur within it before making any decision to engage in activities in foreign markets. Each country has its own distinctive system, and the task of a marketer is to understand and perceive this system.

B- Decision on Expanding Business Abroad: The activities of institutions extend to international markets due to several factors. For example, the institution may have a surplus in its production operations or there may be marketing opportunities in foreign markets. Whatever the case, it becomes imperative for the institution, before heading into international markets, to weigh numerous risks and to define its marketing objectives, including:

- Identifying the portion of the market that the institution wishes to cover.
- Determining the type of market in which sales are made, with adoption based on various criteria including income, political climate, population, transportation availability, proximity to the product, and geographic factors.
- Weighing between market options, where the institution weighs the possibility of operating in a limited or large number of markets.

C- Decision on Selecting International Markets: The objective of arranging the markets that the institution intends to enter is to obtain a suitable return on investment for the institution. Therefore, the international marketer must choose markets where long-term investment returns are possible. Therefore, the decision to choose the international market and define it requires taking a series of steps to exclude markets with low attractiveness.

D- Decision on the International Marketing Mix: Institutions wishing to operate in international markets must determine the modifications required to be made to the marketing mix of the institution to align with the needs and desires of customers in the target market. Institutions in this field face three alternatives to the international marketing mix strategy, namely (Al-Maghribi, 2018, p. 47):

- Standardization of the international marketing mix.
- Adaptation of the international marketing mix.
- Formulation of a different marketing mix.

## **4.2 The Role of International Marketing in Choosing Market Entry Modes:**

After deciding on the foreign market to enter and defining the targeted market share, the institution begins to identify the best methods for entering those markets. The degree of commitment of the institution to working in international markets varies according to the form of entry into international markets. Here is an overview of the most important forms: (Al-Damour, 2004, p. 26)

A- Exporting: Exporting is the simplest form used to enter foreign markets because it involves the smallest percentage of risk compared to other entry alternatives. Exporting can be indirect through local intermediaries who purchase the product, and sell it in foreign markets, or through local export agencies or specialized export companies. Exporting can also be direct, with the institution entering sales operations directly and bearing the investment costs and risks.

B- Foreign Licensing: In this form, institutions enter international markets by entering into agreements with international marketing institutions to produce or market the institution's products abroad in exchange for a percentage of profits.

C- Joint Venture: Joint venture is a collaboration in investment between two or more institutions in production or the establishment of distribution systems to access foreign markets. This form represents a more committed participation in entering international markets.

D- Direct Investment: This form of investment occurs when the local institution establishes production branches abroad. This method requires a high level of commitment in terms of the required investment amounts and management time and is considered a risky form (Al-sheik, 2012, p.193).

## **4.3 International Marketing Strategy to Overcome Barriers to Enter International Markets**

International marketing, as a global economic activity, means the ability to understand business opportunities in foreign markets to ensure success and face external competition. The importance of international marketing is undeniable, especially in the current stage,

where it serves as a useful framework for institutions seeking to penetrate international markets and achieve competitive advantages. This is based on:

- International marketing involves discovering and satisfying consumer needs at the international level.
- International marketing provides solutions to adapt to different and changing tastes and preferences across time and space.
- Working to enter new markets after saturating and complying with local markets.
- Understanding government procedures and regulations in international markets that affect business operations, whether related to entry into international markets or conducting marketing activities within them.

### **A-Steps of International Market Entry Strategies:**

Entering international markets requires precision in following the entry steps, along with the necessity of choosing the appropriate timing for entering these markets. The steps of international market entry strategies are determined by the following: (Abu Alfa, 2003, pp. 230-231)

- **Market Demand Study:** This involves collecting as much data as possible about both current and prospective consumers, identifying their types and entry, and determining the demographic characteristics of consumers in each marketing segment, whether individuals or institutions.
- **Supply Study:** This stage includes collecting data about competing institutions in the international market, such as the number of competing institutions offering the same product, the marketing mix strategies followed by each competing institution within each marketing segment. These strategies include product development, shaping and diversification strategy, pricing strategy, product distribution strategy, and promotion strategy.
- **Identifying the Marketing Segment to Deal with:** This stage aims to select the marketing segment to which the institution will offer its product. This choice must be made within two main points:

The product must be compatible with the desires and needs of the

chosen marketing segment.

The marketing mix offered by the institution must be able to compete with competitors offering products to the same marketing segment.

The reasons for the failure of institutions to enter international markets, face competition, and withdraw early from international markets can be attributed to two main reasons (Boultif, 2015, p. 79):

- Entering international markets without a specific strategy.
- Choosing the wrong timing to enter these markets.

### **B-The Importance of International Marketing Strategies**

The importance of international marketing strategies lies in the following points: (Ben Abdullah & Ben Abdullah, 2019, p. 10)

- International marketing strategy enables the institution to create a competitive advantage over other institutions in the markets.
- International marketing strategy plays a crucial role in guiding and leading the institution towards success, growth, and progress in international markets.
- Following an effective marketing strategy and plan helps the institution to invade international markets by forming a strong and long-lasting relationship with consumers and expanding its consumer base, thereby achieving high sales and increasing the market value of the institution's shares.
- International marketing strategy enhances public awareness of the institution's products and services.
- International marketing strategy improves the institutional image globally.
- International marketing strategy enhances the institution's competitive position, especially if the institution has multiple branches in different parts of the world.
- International marketing strategy provides the institution's perspective and vision to audiences beyond national borders.

## **5. CONCLUSION**

Through this study, we have concluded that international marketing represents an opportunity for many organizations for growth and expansion. International marketing allows the sale of surplus products abroad and creates employment opportunities. It also helps escape intense competition or declining demand in the local market and contributes to encouraging production on a large scale, creating significant opportunities. Consequently, international



marketing has evolved from local practices to international ones due to the emergence of global markets, international alliances, and the communication revolution. Thus, international marketing has replaced local marketing, leading businesspeople to desire knowledge of foreign markets, study them, and explore various export opportunities. Consequently, international marketing plays a crucial role in entering and penetrating international markets by discovering and satisfying consumer needs globally. Additionally, international marketing provides solutions for adapting to different and evolving tastes and preferences across time and space, along with understanding governmental procedures and regulations in international markets that impact business operations, whether related to entering international markets or conducting marketing activities within them.

**Study Findings:**

- International marketing contributes to expanding the activities of organizations by flowing goods and services outside the country's borders.
- International marketing activity requires alignment with the social environment of consumers and the culture of foreign societies.
- International marketing requires good marketing skills in addition to effective planning and significant risk-taking in entering international markets.
- International marketing includes important strategies for entering international markets, the most important of which is allowing the creation of a competitive advantage for the organization over others in international markets.
- Following the basic steps of international marketing enables organizations seeking access to international markets to adopt accurate and sound policies to achieve that.
- Selecting the international market is one of the most important steps in international marketing, so organizations should pay great attention and focus to it, as this step has a significant impact on all subsequent decisions for entering international markets.
- International marketing effectively contributes to providing exporting organizations with various information about foreign markets, such as shipping costs, insurance, customs duties, import and export laws, and taxes.

- The international marketing mix serves as the frontline through which targeted international markets are served, and it is one of the key elements of the marketing strategy pursued by the organization in the international business sector.
- International marketing contributes significantly to expanding foreign trade, thus significantly enhancing the value of the country's exports and subsequently improving the economic situation of the country.
- International marketing presents organizations with the best available alternatives, facilitating decision-making processes to access international markets.

### **Study Suggestions:**

- The necessity of having a national database about international markets that provides organizations with available opportunities, threats, and risks they may face in these markets.
- There should be diversity in the strategies used in the marketing process so that organizations can adapt to the competition conditions present in foreign markets.
- Developing marketing activities related to market changes and meeting consumer desires, whether domestic or foreign.
- Due to the high costs of marketing information at the level of foreign markets, efforts should be focused on the quality and timeliness of information dissemination. The focus should not be on the abundance of information but on its compatibility and suitability for the international marketer.
- Conducting studies on consumer preferences and working to meet them promptly and with appropriate quality.
- Focus on markets that have trade agreements between their countries and our government, as well as focus on larger and closer markets.
- Attention should be given to the administrative field of the organization regarding the importance of marketing interest, along with providing appropriate training for those working in this field.
- The necessity of accelerating the process of qualifying national institutions to enable them to compete in international markets.
- Efforts should be made to enhance partnership methods with

foreign institutions, especially leading ones in the same field, to maximize the benefit for organizations from technological knowledge and modern management methods possessed by these institutions.

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